



Analyst Briefing

**Club BRP / Orlando, Florida
Monday, September 16, 2013**

José Boisjoli, President and CEO



Agenda

- Product briefing
- Q&A



50 Years of Industry-Leading Innovation

INDUSTRY FIRST
Ski-Doo Snowmobile



New generation sit-down Sea-Doo PWC

All-Terrain Vehicle market entry



Becomes stand-alone company



INDUSTRY FIRST
SPYDER Roadster

1959

1968

1970

1988

1989

1998

2001

2003

2007

2010

INDUSTRY FIRST
Sea-Doo Personal Watercraft



ROTAX

Rotax acquisition

Nordtrac acquisition



Outboard Marine Corp. acquisition



Can-Am Commander Side-by-Side Vehicle launch

EXCELLENCE IN DESIGN AND ENGINEERING



Analyst Briefing / Club BRP Can-Am & Sea-Doo
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Traxter 1998



Traxter MAX 500 MY05



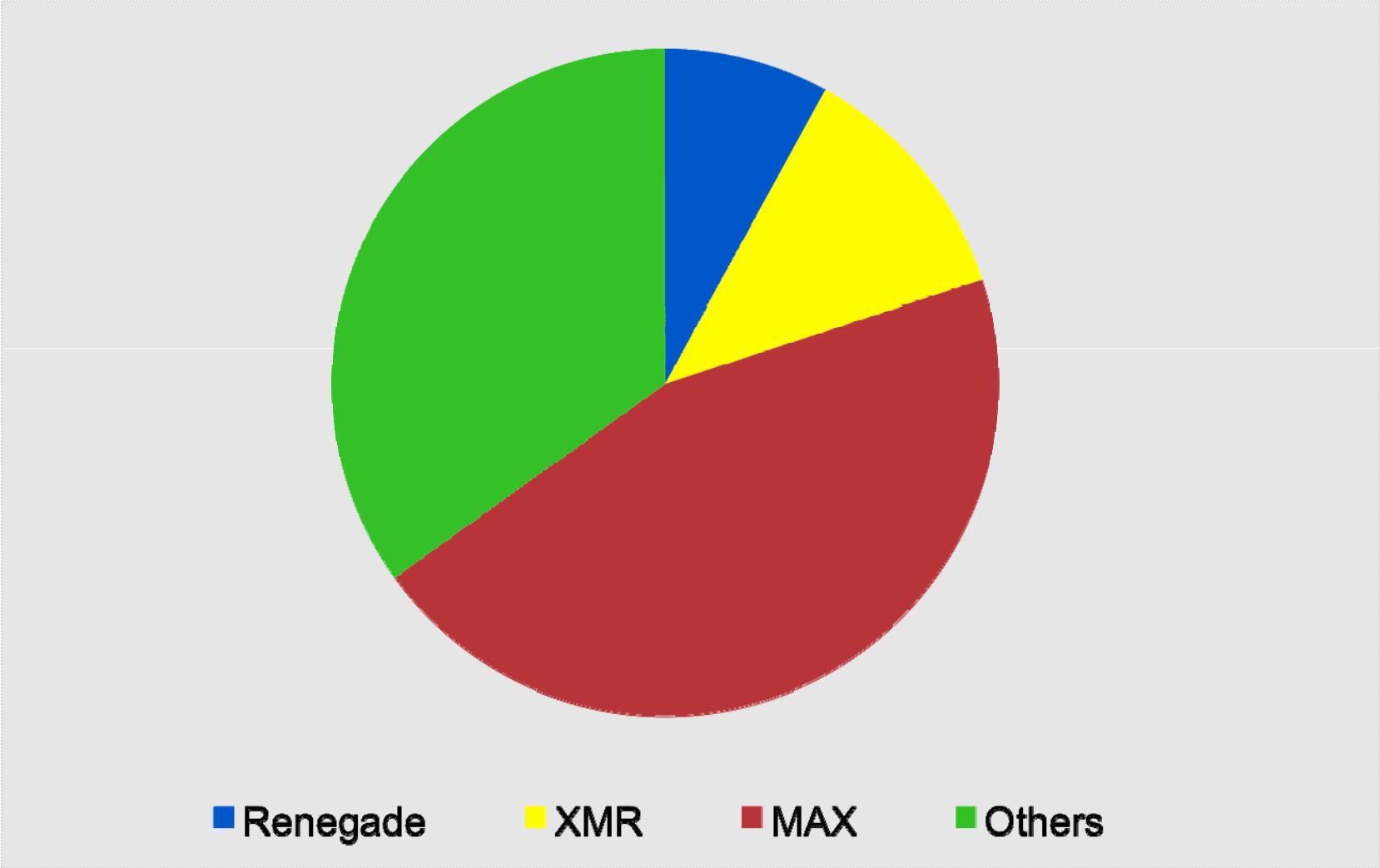
Renegade 800 MY07



Outlander 800R X mr MY11



ATV Mix for MY13



ATV usage and trends in Scandinavia



Outlander 6x6



Outlander 6x6 ATV variations



Forest package



Storage package



Winter package



Farmer package



Maverick 1000 X mr



Availability:
MSRP:

October 2013
Starting at US\$21,499



**New inlets /
outlets**



Commander MAX XT

Availability: January 2014
MSRP: Starting at US\$16,199



**Commander MAX XT
Camo**



New 2014 Can-Am Spyder RT roadster

Refinement of the RT line to further enhance the product experience



New Rotax 1330 ACE engine

- High-torque response in every gear
- Seductive sound only an in-line triple can deliver
- Low maintenance

Greater efficiency

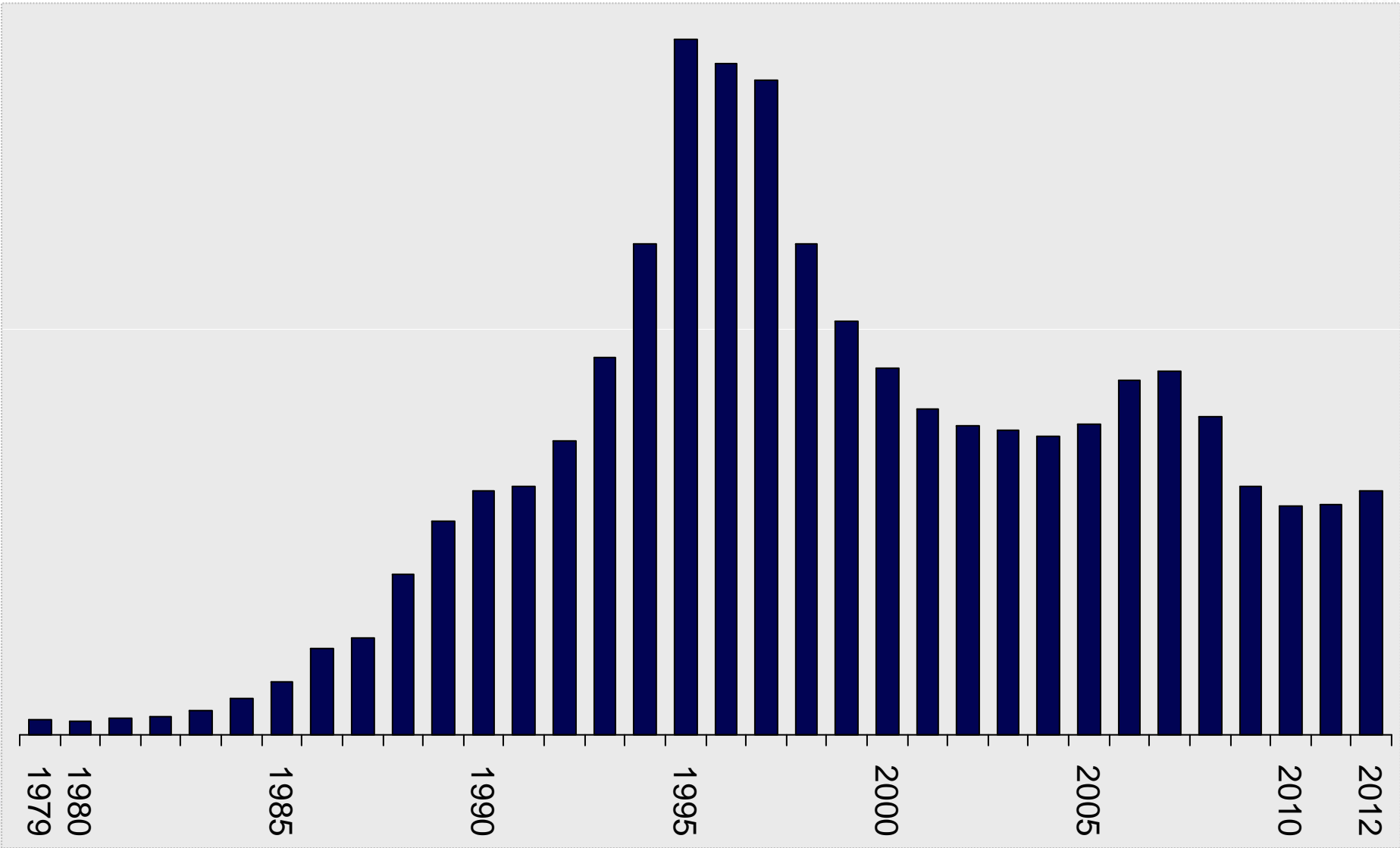
- ACE engine technology with lower fuel consumption and CO₂ emissions
- Up to 250 miles (400 km) fuel autonomy range between fill ups
- ECO mode smart assist helps optimize shifting behaviour to reduce fuel consumption

Comfort improvements

- New 6-speed transmission with hydraulic clutch system for comfortable cruises at 3,300 RPMs
- New heat management system, double radiator moved away from the rider



Global PWC industry



Sea-Doo Spark



The revolutionary Sea-Doo Spark

“Re-sparking” the PWC industry with an affordable option for new entrants



“Build-your-own” approach

Passenger capacity

- 2 persons (159 kg / 350 lbs)
- 2 adults + 1 kid (205 kg / 450 lbs)

Engine options

- Rotax 900 ACE (2up only) – 40 mph (65 km/h) top speed
- Rotax 900 HO ACE – ~ 50mph (80 km/h) top speed + sport mode

iBR (with or without)

Convenience package

- Front storage bin kit
- Reboarding step

Colours

- Vanilla, Orange Crush, Bubble Gum, Pineapple, Licorice

Personalisation

- Graphic kit, trailer, shade, etc.

MSRP range: US\$4,999 to 7,199



Querétaro assembly line



Q&A





SKI-DOO.
LYNX.
SEA-DOO.
EVINRUDE.
JOHNSON.
ROTAX.
CAN-AM.

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